

WISSAM JABBOURI - CV

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Professional expertise in Account Management, CRM, marketing, and communication.

EDUCATION

B.S. Management Information Systems
M.B.A. International Entrepreneurship

Utah State University, USA-2001
Utah State University, USA-2002

EMPLOYMENT HISTORY

TIMES²ADS, MIDDLE EAST, ACCOUNT MANAGER

Jan./2013 – Feb./2020

- Collaborated with retailer buying/planning teams to develop strategic sales plans to fulfill growth and revenue goals
- Worked closely with brand and retailer buying and planning teams to plan and forecast new launch inventory needs and sell-through timing, basic replenishment levels, and stock level management
- Communicated all launches, pricing, promos, allocations, samples, and special programs to each division buying team
- Ensured projections reflect changes in the business such as new product launches, promotions and new store openings
- Monitored newness orders to ensure correct order quantities are placed by retailer
- Helped resolve stock concerns and requests from field as appropriate

MICROSOFT CORPORATION, LEBANON, CUSTOMER RELATIONSHIP MANAGER (MEA)

Dec./2009 – Dec./2012

- Developed strategic account and portfolio plans in partnership with account team utilizing data analytics and insights and collaborating with assigned account team
- Built intentional agency / advertiser relationships that drive revenue and conducted proactive meetings to develop trusted advisor status, build loyalty, improve business
- Brought competitive and industry insights and media sales experience to flawlessly execute data-driven optimizations
- Exceeded customer expectations via responsiveness, providing insights, marketplace knowledge, resolving technical issues
- Developed collaborative relationship with account team. Drove the growth and development of mutually beneficial working relationships with account team and key partners
- Utilized internal relationships to provide seamless account management, a united front to customers and ultimately eased the ability to quickly respond to customer requests or escalations

U.S. STATE DEPARTMENT, USA, OPERATIONS SUBJECT MATTER EXPERT

OCT./2006 – Nov./2009

- Developed operational plan, process & protocols for all matrix inter-linkage ministries
- Built & executing strategic digital attribution models by data modeling various components & tools
- Provided high officials with recommendations on arbitrage opportunities through data extraction & analysis
- Identified areas of the database that the mission should be growing
- Developed strategies and executed plans to achieve this growth based on defined contacts at Iraqi ministries

SYMANTEC, INC., USA, DIGITAL INTERNATIONALIZATION OFFICER

JUN./2001 – OCT./2006

- Led the development and executed of fact-based reporting, analysis and analytical models used to enhance decision making across the marketing function
- Developed dashboards and standardized reports to provide ongoing insight to marketing stakeholders, then work to translate the data into meaningful strategic and tactical recommendations
- Created and maintained appropriate marketing key performance indicators and ROI models for marketing campaigns and out-of-campaign activities to determine effectiveness
- Monitored lead scoring process, status, and movement through the funnel to help ensure effectiveness of nurture programs and efficient assignment of leads
- Performed segmentation and analysis of prospect and customer groups by using data analysis and data mining tools
- Advised marketing operations functions on data requirements necessary to perform desired analyses; participated in the development of process modifications needed to deliver required data

Certifications / Training / Projects

PMP Certified, Completed all materials & trainings.....**MAR./2010**

Symantec, Inc. assisted in MEA expansion to North Africa & Middle East region.....**OCT./2006**

Valid U.S. Passport; Native fluency in **English & Arabic** (some French)